

Shubhanshu Gupta

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shubhanshugupta.com | [LinkedIn](#) | [Medium](#) | [Github](#) | [Google Scholar](#) | [Stack Overflow](#)

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Brief Summary: A data-driven product manager with 7+ years of experience building consumer products. I have experience founding a B2C/C2C start-up and working as a software engineer in early-stage startups, where I built products from scratch & honed a customer centric entrepreneurial mindset. With a background in data science, including a patent for a machine learning tool, I have accrued the skills of prioritising customer needs and the ability to communicate complex technical concepts to stakeholders. Currently, as a Product Manager, I am building digital capabilities for Citibank mobile app to drive revenue & new users. Adept at shipping 0-to-1 products which meet customer needs, business objectives, in line with market trends.

Skills: Product roadmapping & strategy, Product prioritising, Requirement gathering, Cross-functional team collaboration, Stakeholder management, Go-to-market strategy, Agile project management, AdTech/MarTech for AB testing, Python, SQL, Machine learning (Natural Language Processing, Recommendation models, Marketing analytics), Technical communication & presentation skills

EXPERIENCE

Product Manager - Vice President (VP)

Citibank, Global Consumer Banking

Jan'22 - Present

Singapore

Using data and insights to proactively scout problems related to digital customer experience, marketing Citi products, acquiring HNIs on digital channels, and solving them at scale in Citi's APAC & EMEA markets.

Offer Orchestration Framework

- Experienced in delivering **customer-centric digital product strategy** by prioritising relevant offers based on customer data, product holding, and transactional features.
- Implemented a framework impacting **500K Citi mobile app customers**, resulting in a **10% increase in product uptake** and over **\$2M in incremental sales**. Successfully launched the framework across markets in Singapore, Hong Kong, and the UAE. Demonstrated expertise in **data-driven product development** and delivering measurable business impact.

Platform Experimentation using AdTech/MarTech tools | Adobe Target and Audience Manager

- Enabling the Citi markets to adopt the test and learn culture. Led **over 20 A/B tests** to **optimise** the cards and loans **acquisition journey**, resulting in **~\$1.1M incremental sales between Q2 and Q4 of 2022**.
- Leveraging both 1st and 3rd party data to create targeted audience segments for prospective and existing customers, driving adoption and driving business impact.

Data Scientist - Assistant Vice President (AVP)

Citibank, Global Consumer Banking Technology

Jul'20 - Jan'22

Singapore

Drove the initiatives under **AI/ML Centre of Excellence (CoE) as the Technical Lead**, by collaborating with **cross-functional teams & stakeholders**. This involved gathering requirements for crafting use cases, building POCs through **rapid prototyping** in areas like Data Governance, Wealth Management, & Infrastructure Monitoring.

PII Detection Framework (Pending Patent)

- Designed & implemented Machine Learning (ML) based PII Detection Framework. It assigns PII sensitivity to the columns, using an amalgam of **probabilistic classification ML models** and **Natural Language Processing (NLP)**.
- In addition to being **scaled** to all **Citi markets globally**, the framework is enabling data governance teams to **improve** their **capacity & efficiency** by **30x** per market.
- The project is the first to be approved for **Patent in Citi APAC** and won the first prize (across 70 teams), for solving one of the most critical pain points of data governance & integrity.

Established a **Machine Learning Kickstarter** program to **mentor** and guide Citi colleagues, learn Machine Learning.

Ad Tech | Data Scientist

(Digitas - Publicis Groupe, Dentsu Aegis Network)

Dec'18 - Jul'20

Singapore

- Experienced in generating audience insights and campaign optimization for FMCG and Hospitality clients. **Improved engagement by 30% and reduced media cost by 21%** using data-driven techniques. Skilled in using **Machine Learning, NLP, and A/B testing** to drive audience targeting and campaign performance. Demonstrated expertise in using **data science to drive customer engagement** and business impact.

Software Development Engineer Early & Mid Stage Growth Startups (Truebil.com, LaughGuru.com, MuSigma)	June'15 - May'18 India
<ul style="list-style-type: none"> Handled various engineering roles and projects including product backend, devOps, and analytics. Agile methodology, clear communication with stakeholders, and continuous development in short sprints, are some of the values I accrued while working with small and dynamic teams in growth startups. 	
Founder TheCollegeStore - Bookly Web LLP	Oct'13 - May'15 India
<ul style="list-style-type: none"> Built a hyperlocal B2C & C2C marketplace for used goods. Received seed funding and incubation. Scaled up to 35 colleges with 1000 paid MAUs in less than six months. Mentored and led a 15 member team for product and business development. 	

PATENT & PUBLICATIONS

Shubhanshu Gupta et al. " Machine Learning Modeling to Identify Sensitive Data ", U.S.A & Singapore, Patent Pending	Sep'21 USA, Singapore
" Music Data Analysis: A State-of-the-art Survey " Academy of Science and Engineering (ASE), Fourth International Conference on BigData (Acceptance Rate ~8.5%)	Dec'14 Harvard University, USA
" Social Data Analysis: A Study on Friend Rating Influence " WWC Connect Conference at VmWare, Bangalore	Mar'17 Bangalore, India

CERTIFICATIONS

The Agile Bootcamp , Udemy	Jan'23
Agile Fundamentals: Scrum & Kanban , Udemy	Feb'23

EDUCATION

National University of Singapore (NUS) Master of Science in Business Analytics; GPA: 3.71/5.0	Jul'18 - Sep'19 Singapore
Dhirubhai Ambani Institute of Information and Communication Technology (DA-IICT) Bachelor of Technology in Information and Communication Technology; GPA: 7.58/10.0	Jul'11 - May'15 Gandhinagar, India

EXTRA-CURRICULAR

Business Analytics Club Founding President Founded Business Analytics Club at NUS, conducted data jamming sessions, career guidance activities, and alumni chat sessions.	Aug'19 - Jul'20 Singapore
Hong Kong Smart City Datathon Global Top 20 Finalists Designed Optimal Turn Around Time solution for Hong Kong Airport Authority.	Oct'18 Hong Kong